

AMENDMENTS TO THE CLAIMS

The following listing of claims will replace all prior versions, and listing of claims in the application:

LISTING OF CLAIMS:

1. (Currently amended) A method for on-line outsourcing of customized merchandise containing a personalized logo, wherein a remote customer computer in a network environment is connected to a server to customize a piece of tangible merchandise containing at least a personalized logo and the server outsources its production of the tangible merchandise to a supplier; the method comprises steps of:

- (a) providing a logo image database at the server ~~end~~, wherein the logo image database stores (i) a plurality of first constituent image parts for each of a plurality of logo images, a portion of the plurality of first constituent image parts for each logo image being combined by the server to define ~~of~~ at least a one default logo image and (ii) a plurality of ~~part elements showing~~ first attributes corresponding to the plurality of first constituent image parts representing characteristics of the first constituent image parts;
- (b) providing a merchandise image database at the server ~~end~~, wherein the merchandise image database stores a plurality of second constituent image parts ~~of~~ corresponding to at least a one default merchandise image and a

plurality of ~~part elements showing~~ second attributes corresponding to the plurality of second constituent image parts representing characteristics of the second constituent image parts;

(c) personalizing a preferred logo image ~~[[,]]~~ on the server by the remote customer ~~computer~~, by the remote customer computer selecting at least an ~~a~~ multiplicity of the first constituent image parts and at least a ~~part element~~ respective ones of the plurality of first attributes stored in the server's logo image database ~~for the server's on-line generation of the remote customer's~~ personalized logo image through the network;

(d) customizing a preferred merchandise image ~~[[,]]~~ on the server by the remote customer ~~computer~~, by the remote customer computer selecting at least an ~~one~~ second constituent image part and at least a ~~part element~~ one second attribute stored in the server's merchandise image database ~~for the server's on-line generation of the remote customer's customized~~ merchandise image through the network;

(e) the server generating ~~, by the server,~~ a customized product image by combining the customized merchandise image containing at least a and the personalized logo image and the corresponding first and second attributes by incorporating the personalized logo image with the customized merchandise image selected by the remote customer computer; and

(f) the server transmitting ~~, by the server,~~ the generated customized

~~merchandise product image containing at least a personalized logo image~~ to a supplier for the production of at least a piece of tangible, customized merchandise according to the ~~said~~ customized ~~merchandise product image containing at least a personalized logo image~~.

2. (Currently amended) The method according to claim 1, wherein the network environment ~~involves~~ includes at least one of the Internet, a local area network, a proprietary network and a wireless communication network.

3. (Currently amended) The method according to claim 1, wherein said logo image in step (a) consists of at least one of digitized alphabet, number, symbol, and picture presented in 2-D or 3-D manner.

4. (Original) The method according to claim 1, wherein said logo means a business or non-profit entity's identity logo, trademark, service mark, or icon representing a product, a work, a service, a character, or an activity.

5. (Currently amended) The method according to claim 1, wherein each said ~~part element of a logo image of~~ first attribute in step (a) has a unique code.

6. (Currently amended) The method according to claim 1, wherein said ~~part~~ ~~elements of~~ first attributes in step (a) are further grouped into a plurality of categories ~~reflecting~~ corresponding to distinct attributes including at least one of shape, style, pattern, special effect, contour, color, material, size, and production technique.

7. (Original) The method according to claim 1, wherein said merchandise image of step (b) is a digitized, 2-D or 3-D, image representing a piece of tangible merchandise.

8. (Currently amended) The method according to claim 1, wherein said ~~part~~ ~~elements of merchandise image of~~ second attributes step (b) are further grouped into a plurality of categories ~~reflecting~~ corresponding to distinct attributes including at least one of shape, style, pattern, special effect, contour, color, material, size, and production technique.

9. (Currently amended) The methods according to claims 6 ~~and 8~~, wherein said production technique category includes at least one of digital printing, thermal transfer printing, embroidery, kilning, injection molding, mold pressing, stitching, pasting, engraving, etching, carving, forging, soldering, electro-plating, painting, sculpturing, brushing, and spraying.

10. (currently amended) The method according to claim 1, wherein each said ~~part element of the merchandise image of~~ second attribute in step (b) has a unique code.

11. (Currently amended) The method according to claim 1, wherein step (c) is further preceded by a step of authorizing ~~the remote customer's~~ a request from the remote customer computer for on-line logo personalization.

12. (Currently amended) The method according to claim 1, wherein said personalized logo image of step (c) has a unique identification code consisting of ~~each logo part element's~~ a unique code of each first attribute selected.

13. (Currently amended) The method according to claim 1, wherein step (c) is further followed by the step of displaying ~~, at the remote customer end,~~ the personalized logo image generated by the server ~~according to said~~ on the remote customer's selection of at least an image part as well as at least a part element customer computer to assist ~~said remote customer's~~ obtain a confirmation of the logo personalization therefrom.

14. (Currently amended) The method according to claim 1, wherein step (d) is further preceded by the step of authorizing a the remote customer's request from the remote customer computer for on-line merchandise customization.

15. (Currently amended) The method according to claim ~~[[1]]~~ 12, wherein said customized merchandise image of step (d) has a unique identification code ~~consisting of each part element's unique code~~ of each second attribute selected.

16. (Currently amended) The method according to claim 1, wherein step (d) is further followed by the step of displaying ~~, at the remote customer end,~~ the customized merchandise image generated by the server ~~according to said~~ on the remote customer's selection of at least an image part and at least a part element customer computer to assist ~~said remote customer's~~ obtain a confirmation of the merchandise customization therefrom.

17. (Currently amended) The method according to claim 1, wherein step (d) further comprises the steps of:

receiving, by the server, the remote customer's upload of an edited or self-designed ~~part element~~ first attribute for a logo image or second attribute for a merchandise image; and

the server storing in corresponding logo image or merchandise image database, by the server after approval, said edited or self-designed ~~part element in the corresponding logo image or merchandise image database~~ first or second attribute.

18. (Currently amended) The method according to claim 1, wherein step (e) is further preceded by the step of receiving ~~the remote customer's~~ an indication from the remote customer computer of at least one preferred location(s) location and size(s) at least one preferred size of said personalized logo image to be ~~incorporated~~ combined with the customized merchandise image.

19. (Currently amended) The method according to claim ~~[[1]]~~ 18, wherein step (e) is further followed by the steps of displaying, ~~at the remote customer end,~~ said customized ~~merchandise~~ product image ~~containing at least a personalized logo to assist said remote customer's to obtain a confirmation from the remote customer computer of the preferred location(s) location and size(s) size.~~

20. (Currently amended) The method according to claim ~~[[1]]~~ 15, wherein said customized ~~merchandise~~ product image ~~containing at least a personalized logo image of~~ in step (e) has a unique identification code set consisting of the

unique identification codes of the ~~constituent~~ customized merchandise and personalized logo images.

21. (Currently amended) The method according to claim 1, the method further comprising the steps of:

providing an outsourcing database at the server end, ~~wherein the database stores business information of at least a supplier and data of outsourcing invoice records~~ for storing business information of at least one of the supplier and data of outsourcing invoice records; and
providing a customization order database at the server end, ~~wherein the database stores data of customization order records~~ for storing data of customization order records.

22. (Currently amended) The method according to claim 1, wherein step (f) is further preceded by the step of the server receiving a confirmation [[,]] from the remote customer computer [[,]] for the outsourcing of the production of said tangible, customized merchandise according to the said customized ~~merchandise~~ product image ~~containing at least a personalized logo image~~.

23. (Cancelled).

24. (Currently amended) The method according to claim 21, ~~wherein said supplier's business information at least include its business registration data, and~~ wherein said outsourcing invoice record includes an outsourcing case number, the unique identification code set of the customized ~~merchandise image containing at least a personalized logo~~ product image, and information of the unit price, the ordered quantity, the total amount, the name and address for delivery, and the deadline of delivery.

25. (Currently amended) The method according to claim 21, wherein said customization order record comprises a customization order number, the outsourcing case number, the unique identification code set of the customized ~~merchandise image containing at least a personalized logo~~ product image, and information of the unit price, the ordered quantity, the total amount, the name and address for delivery, and the deadline of delivery.

26. (Original) The method according to claim 24, wherein said outsourcing invoice record further comprises a customization order number.